

# Influencer Marketing ROI Analysis

# About the Project

This project involves importing and cleaning the Influencer Marketing dataset, conducting ROI and other KPI analyses, visualizing the results, and providing final strategic recommendations.

# What is ROI?

ROI (Return on Investment) is a metric that measures how much revenue a campaign generates relative to its cost. It helps determine which marketing activities deliver the most effective results for the brand. A high ROI indicates that the marketing budget is allocated efficiently and that the campaign creates real business value.

# STEP 1

## Data Import

At the initial stage of the project, all required data was collected and entered into an Excel file. During the import process, special attention was given to ensuring that the data was complete and consistently structured. This stage was finalized by establishing a clean base dataset for the subsequent analysis and data cleaning processes.

# STEP 2

## Data Cleaning

During the data cleaning stage, structural inconsistencies within the dataset were resolved and all columns were standardized into a consistent format.

Date, currency, and text values were formatted uniformly to improve readability and usability. Through overall optimization, duplicate removal, and data validation checks, the dataset was prepared for accurate and reliable analysis.

# Implemented Processes



- 1 Standardized column names
- 2 Properly adjusted cell sizes
- 3 Cleaned unnecessary text in the “Campaign ID” column and logically filled empty cells
- 4 Standardized the “Start Date” and “End Date” columns into a consistent date format
- 5 Converted the “Product Sale” column into a unified currency format
- 6 Reviewed all column formats and applied necessary corrections
- 7 Applied filter functionality to the dataset
- 8 Removed detected duplicate records
- 9 Filled missing values in the “Campaign Duration Days” column by calculating the difference between “Start Date” and “End Date”
- 10 Applied the Check Accessibility function to evaluate the file’s accessibility standards

# Before the Process



A	B	C	D	E	F	G	H	I	J	K
1	campaign_platform	influencer	campaign_start_date	engageme	estimated_product_sa	campaign_end_date				
2	CAMP1000 TikTok	Fitness	Giveaway	1-Jan-22	79900	1892	2834	14	15/01/2022	
3	CAMP1000 YouTube	Food	Product La	2-Jan-22	47985	437228	165	13	15/01/2022	
4	CAMP1000 TikTok	Travel	Brand Awa	3-Jan-22	13875	982513	2539	5	8/1/2022	
5	CAMP1000 YouTube	Food	Brand Awa	4-Jan-22	41200	213400	100	20	24/01/2022	
6	CAMP1000 Instagram	Food	Giveaway	5-Jan-22	96998	42501	550	28	2/2/2022	
7	CAMP1000 Twitter	Beauty	Brand Awa	6-Jan-22	76687	443289	2338	27	2/2/2022	
8	CAMP1000 TikTok	Tech	Seasonal S	7-Jan-22	8878	116825	\$1,027	17	24/01/2022	
9	CAMP1000 TikTok	Gaming	Brand Awa	8-Jan-22	74092	644094	121	13	21/01/2022	
10	CAMP1000 Instagram	Travel	Event Pron	9-Jan-22	84035	66087	3405		23/01/2022	
11	CAMP1000 YouTube	Food	Event Pron	10-Jan-22	74906	258767	1149	1	#####	
12	100010 Instagram	Tech	Event Pron	11-Jan-22	15117	926004	2657	18	29/01/2022	
13	CAMP1000 Twitter	Fitness	Seasonal S	12-Jan-22	87945	992541	2901	7	19/01/2022	
14	CAMP1000 YouTube	Travel	Product La	13-Jan-22	59591	343970	1906	19	1/2/2022	
15	CAMP1000 TikTok	Fashion	Product La	14-Jan-22	71678	696891	2935	9	23/01/2022	
16	CAMP1000 YouTube	Tech	Product La	15-Jan-22	65588	420535	279	21	5/2/2022	
17	CAMP1000 Instagram	Tech	Seasonal S	44577	51368	905867	2297	23	8/2/2022	
18	CAMP1000 YouTube	Gaming	Brand Awa	17-Jan-22	14300	719281	3530	11	28/01/2022	
19	CAMP1000 YouTube	Gaming	Brand Awa	17-Jan-22	14300	719281	3530	11	28/01/2022	
20	CAMP1000 Instagram	Fitness	Giveaway	18-Jan-22	66262	130779	4080	25	#####	
21	CAMP1000 TikTok	Food	Brand Awa	19-Jan-22	5542	362628	1083	18	6/2/2022	
22	CAMP1000 YouTube	Fashion	Product La	20-Jan-22	94041	941739	881	26	15/02/2022	
23	CAMP1000 TikTok	Gaming	Brand Awa	21-Jan-22	65086	886509	2489	22	#####	
24	CAMP1000 Instagram	Travel	Product La	22-Jan-22	62078	\$100,019	2377	8	30/01/2022	
25	CAMP1000 Twitter	Gaming	Brand Awa	23-Jan-22	77601	596436	2704	6	29/01/2022	
26	CAMP1000 TikTok	Gaming	Seasonal S	24-Jan-22	29510	183606	1242	22	15/02/2022	
27	CAMP1000 TikTok	Travel	Giveaway	25-Jan-22	54251	745065	4573	20	14/02/2022	

# After the Process



	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Campaign ID	Platform	Influencer Category	Campaign Type	Start Date	Engagements	Estimated Reach	Product Sales	Campaign Duration Days	End Date	Engagement Rate	Sales Per 1000 Reach	Engagement Per D
2	100000	TikTok	Fitness	Giveaway	1/1/2022	79900	1892	\$2,834		14	1/15/2022	4223.04%	\$1,497.8858
3	100001	YouTube	Food	Product Launch	1/2/2022	47985	437228	\$165		13	1/15/2022	10.97%	\$0.3774
4	100002	TikTok	Travel	Brand Awareness	1/3/2022	13875	982513	\$2,539		5	1/8/2022	1.41%	\$2.5842
5	100003	YouTube	Food	Brand Awareness	1/4/2022	41200	213400	\$100		20	1/24/2022	19.31%	\$0.4686
6	100004	Instagram	Food	Giveaway	1/5/2022	96998	42501	\$550		28	2/2/2022	228.23%	\$12.9409
7	100005	Twitter	Beauty	Brand Awareness	1/6/2022	76687	443289	\$2,338		27	2/2/2022	17.30%	\$5.2742
8	100006	TikTok	Tech	Seasonal Sale	1/7/2022	8878	116825	\$1,027		17	1/24/2022	7.60%	\$8.7909
9	100007	TikTok	Gaming	Brand Awareness	1/8/2022	74092	644094	\$121		13	1/21/2022	11.50%	\$0.1879
10	100008	Instagram	Travel	Event Promotion	1/9/2022	84035	66087	\$3,405		14	1/23/2022	127.16%	\$51.5230
11	100009	YouTube	Food	Event Promotion	1/10/2022	74906	258767	\$1,149		1	1/11/2022	28.95%	\$4.4403
12	100010	Instagram	Tech	Event Promotion	1/11/2022	15117	926004	\$2,657		18	1/29/2022	1.63%	\$2.8693
13	100011	Twitter	Fitness	Seasonal Sale	1/12/2022	87945	992541	\$2,901		7	1/19/2022	8.86%	\$2.9228
14	100012	YouTube	Travel	Product Launch	1/13/2022	59591	343970	\$1,906		19	2/1/2022	17.32%	\$5.5412
15	100013	TikTok	Fashion	Product Launch	1/14/2022	71678	696891	\$2,935		9	1/23/2022	10.29%	\$4.2116
16	100014	YouTube	Tech	Product Launch	1/15/2022	65588	420535	\$279		21	2/5/2022	15.60%	\$0.6634
17	100015	Instagram	Tech	Seasonal Sale	1/16/2022	51368	905867	\$2,297		23	2/8/2022	5.67%	\$2.5357
18	100016	YouTube	Gaming	Brand Awareness	1/17/2022	14300	719281	\$3,530		11	1/28/2022	1.99%	\$4.9077
19	100017	Instagram	Fitness	Giveaway	1/18/2022	66262	130779	\$4,080		25	2/12/2022	50.67%	\$31.1977
20	100018	TikTok	Food	Brand Awareness	1/19/2022	5542	362628	\$1,083		18	2/6/2022	1.53%	\$2.9865
21	100019	YouTube	Fashion	Product Launch	1/20/2022	94041	941739	\$881		26	2/15/2022	9.99%	\$0.9355
22	100020	TikTok	Gaming	Brand Awareness	1/21/2022	65086	886509	\$2,489		22	2/12/2022	7.34%	\$2.8076
23	100021	Instagram	Travel	Product Launch	1/22/2022	62078	100019	\$2,377		8	1/30/2022	62.07%	\$23.7655
24	100022	Twitter	Gaming	Brand Awareness	1/23/2022	77601	596436	\$2,704		6	1/29/2022	13.01%	\$4.5336
25	100023	TikTok	Gaming	Seasonal Sale	1/24/2022	29510	183606	\$1,242		22	2/15/2022	16.07%	\$6.7645
26	100024	TikTok	Travel	Giveaway	1/25/2022	54251	745065	\$4,573		20	2/14/2022	7.28%	\$6.1377
27	100025	Instagram	Fitness	Product Launch	1/26/2022	42835	243034	\$18		19	2/14/2022	17.63%	\$0.0741

# STEP 3

## Data Analysis

During the data analysis stage, additional calculated columns (Engagement Rate, Sales Per 1000 Reach, Engagement Per Day) were created to enrich the dataset for deeper insights.

Key metrics were visualized using Pivot Tables and interactive tools such as Slicers and Timelines, making the analysis more dynamic and user-friendly.

Additionally, Pivot Table design improvements and Report Connection settings were applied to enhance readability and interactivity.

# Implemented Processes



- 1 Created three additional calculated columns based on the dataset for deeper analysis (Engagement Rate, Sales Per 1000 Reach, Engagement Per Day)
- 2 Generated 8 Pivot Tables and displayed 3 key performance indicators using the Pivot Table function
- 3 Utilized Insert Slicer and Insert Timeline features to enable more efficient and dynamic analysis
- 4 Applied Report Connection settings across Slicers
- 5 Optimized Pivot Table design to improve structure and readability

# Analyses



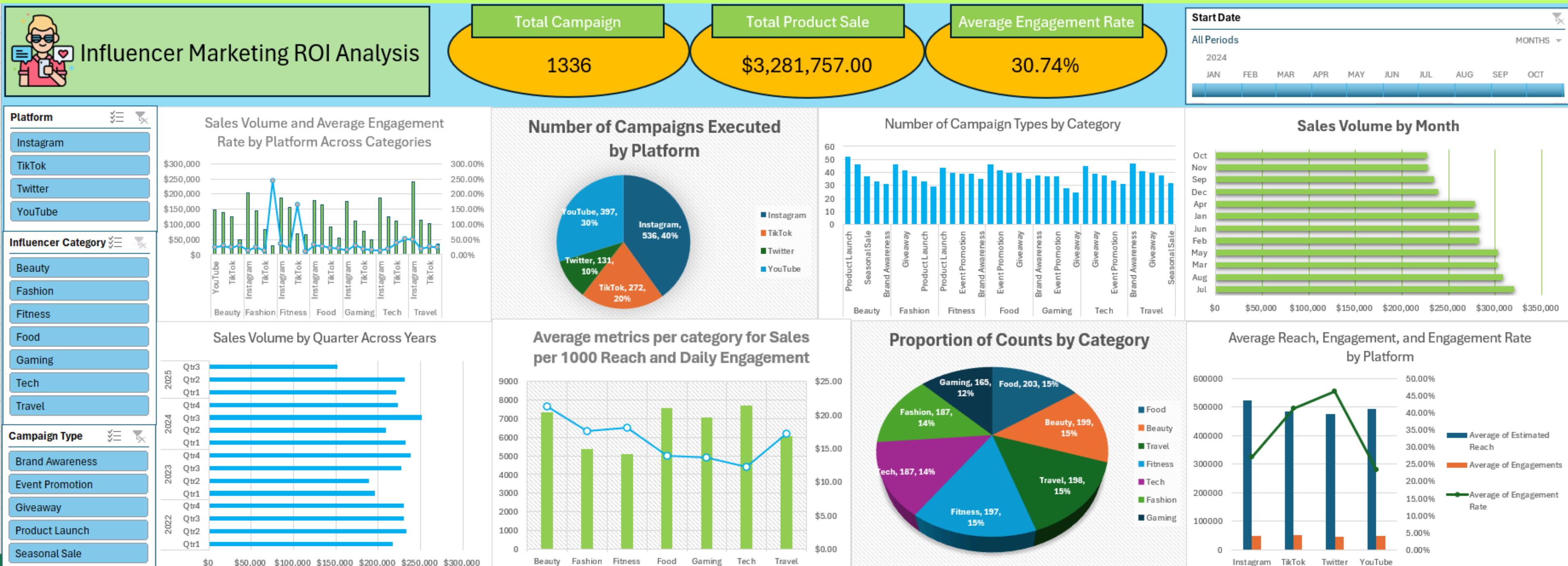
1. Sales volumes and average engagement rates by category across platforms
2. Number of campaign types by category
3. Number of campaigns conducted by platform
4. Sales volumes by quarter across years
5. Average reach and engagement metrics by category
6. Monthly sales volumes
7. Distribution ratio by category
8. Average reach, engagement, and engagement rate by platform

# STEP 4

## Data Visualization

During the data visualization stage, key metrics were presented through charts and graphical representations. This enabled easier interpretation of the data and faster identification of trends. Additionally, interactive visuals allowed users to compare different scenarios and support data-driven decision-making.

# Dashboard



# Results

The highest sales volume was recorded on Instagram (1.31M).

In terms of average Engagement Rate, the best performance was recorded on Twitter (46.26%).

The highest number of campaigns was conducted on Instagram (536).

The highest “Sales per 1000 Reach” metric was observed in the Beauty category (\$21.3).

On average, the highest Engagement Rate was recorded in the Fitness category (48.38%).

## Platform-based insights:

Instagram: The primary sales driver, especially for Travel, Food, Fashion, and Tech categories.

YouTube: Plays a significant role in Gaming, Fitness, and Food categories.

TikTok: A high-engagement platform.

Twitter: Although the campaign volume is lower, it demonstrates very high engagement rates across Fashion, Tech, and overall performance.

# Recommendations



# Beauty

1. For the Beauty category, the primary sales platforms should be YouTube and Instagram.
2. On TikTok, CTAs should be optimized by using clearer call-to-actions, incorporating discount codes, and leveraging features such as “swipe up” to improve conversion performance.
3. The Beauty category outperforms other categories in terms of sales performance; therefore, the strategies and methods applied in this category can be adapted and implemented across other categories.

# Fashion

1. Instagram generates strong sales performance; however, to increase engagement levels, more interactive content should be used alongside sales-driven content.
2. Sales volume on Twitter is relatively low, but engagement is high. Testing more sales-oriented content on this platform could be beneficial.
3. The number of campaigns should be increased in February, June, and January.

# Fitness

1. Sales efforts should primarily focus on Instagram and YouTube.
2. Engagement on TikTok is high, but sales volume is low; therefore, using before-and-after type campaigns could help increase conversions.
3. The Fitness category shows strong average sales and engagement rates; testing new content formats could further optimize performance.

# Food

1. The primary focus should be on Instagram and YouTube, as both sales volume and engagement levels are strong on these platforms.
2. Overall, the “Sales per 1000 Reach” metric is relatively weak compared to other categories; however, the average daily engagement is high. Therefore, sales campaigns should be optimized and CTAs should be made clearer.
3. In the Food category, it is important to increase sales campaigns during May, June, and July.

# Gaming

1. In addition to sales-focused campaigns on Instagram, engaging content should be created to strengthen audience communication. At the same time, YouTube has strong sales potential, so campaigns should be optimized accordingly.
2. Audiences in this category tend to prefer longer video content; therefore, the number of long-form videos should be increased.
3. Increasing the number of giveaway-type campaigns is recommended.

# Tech

1. Sales efforts should primarily focus on Instagram; however, new campaign types with clearer CTAs should be tested on other platforms to improve conversions.
2. Conversion rates in the Tech category are relatively weak compared to other categories; therefore, optimizing sales campaigns is essential. Content formats such as “Why this product?”, comparison-based content, and similar approaches can be utilized.
3. Brand Awareness campaigns are more common than other types; increasing the use of alternative campaign types is recommended.

# Travel

1. Overall, the primary focus should be on Instagram for both sales performance and customer communication.
2. The number of sales campaigns should be increased in July, April, and September.
3. Engaging content should be created on other platforms to drive conversions and ultimately consolidate sales performance on Instagram.

**Thank you  
for your  
attention!**

